

Message Text

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PAGE 01 TEGUCI 03798 111442Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----045867 121815Z /45
R 101834Z AUG 78
FM AMEMBASSY TEGUCIGALPA
TO USDOC WASHDC
INFO SECSTATE WASHDC 1182

UNCLAS TEGUCIGALPA 3798

E.O. 11652: N/A
TAGS: BBSR, HO
SUBJ: WTDR/FTI: FERRETERIA NACIONAL DE COMERCIO S.A.

REF: USDOC 10763

1. HONDURAS

OFFICE USE: 2. 215 3. N/A 4. 01

5. FERRETERIA NACIONAL DE COMERCIO S.A.

6. 5 AVE. LEMPIRA S.O. 8 CALLE 58

7. SAN PEDRO SULA, CORTES

8. CONTACT: RAMON MORENO

9. TITLE: GENERAL MANAGER, OTHER OFFICIALS ARE: EDUARDO
CISNEROS, ASST. MANAGER; ESTHER ONDINA PEDROSA DE MORENO,
ASST. MANAGER.

10. PHONE: 521273 11. TELEX: NONE

12. CABLE: NACOSA

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13. ESTABL: 1973 14. EMPL: 13 15. SIZE: MEDIUM

16. REPUTATION: Y-SATISFACTORY 17. RPT. DATE: 08-78

OFFICE USE: 18. N/A 19. N/A 20. X 21. N/A 22. 135

23. 34294/135 IMP, RET, DIST BUILDERS' HARDWARE

24. FOREIGN SALES: LOCAL ONLY

25. FINANCIAL REFS: BANCO DEL COMERCIO S.A. 6A. AVE. 1-2 CALLE
S.O. 5, SAN PEDRO SULA; BANCAHSA, 5 AVE. S.O. 46, SAN PEDRO SULA.

26. TRADE REFS: MILLER FALLS CO., DEPT. TR, GREENFIELD, MASS. 01301;
ARMSTRONG CORK CO., 1010 CONCORD ST., LANCASTER, PA. 17604;
GTE SYLVANIA INC., 909 THIRD AVE., NEW YORK, N.Y. 10022.

27. FOREIGN FIRMS REPRESENTED: NONE

28. POST EVALUATION: THIS FIRM IS AN IMPORTANT RETAILER AND
DISTRIBUTOR OF GENERAL HARDWARE IN HONDURAS. THE FIRM HAS A
WORKING CAPITAL OF \$150,000; 1977 SALES WERE \$350,000. ITS
CENTER OF OPERATIONS IS IN SAN PEDRO SULA IN NORTHERN HONDURAS.
THE FIRM'S PARTNERS ARE RAMON MORENO, COL. CESAR ELVIR SIERRA
OF THE HONDURAN ARMED FORCES, AND PORFIRIO PAGE; MESSRS MORENO
AND PAGE ARE YOUNG, HARDWORKING LOCAL BUSINESSMEN. LOCAL CREDIT
SOURCES REPORT SATISFACTORY EXPERIENCE ON LOANS IN THE HIGH
FIVE FIGURES; THE FIRM'S FINANCES APPEAR SOUND AND OBLIGATIONS
ARE PROMPTLY MET. THE EMBASSY CONSIDERS COMPANY A SATISFACTORY
CONTACT FOR U.S. FIRMS.

29. PREP: HARRIETTE CASTILLO, APPR: JOHN W. STAHLMAN.
JARAMILLO
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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TEGUCI03798
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780330-0794
Format: TEL
From: TEGUCIGALPA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780876/aaaalux.tel
Line Count: 94
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 57b95b65-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1774625
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: FERRETERIA NACIONAL DE COMERCIO S.A.
TAGS: BBSR, HO
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/57b95b65-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014